



NEVADA  
COMMISSION  
ON TOURISM

# First Quarter 2009 VOLUME XVII

A Digest of Statistical Information on the Nevada Tourism Industry

## Discover *the* Facts

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NEVADA  
COMMISSION  
ON TOURISM

## Visitor Volume

The number of visitors to Nevada.

MONTH	2007	2008	PERCENT CHANGE
April	4,547,530	4,408,812	(3.1%)
May	4,616,031	4,585,859	(0.7%)
June	4,669,235	4,438,632	(4.9%)
July	4,951,404	4,642,005	(6.2%)
August	4,855,796	4,681,991	(3.6%)
September	4,582,332	4,063,495	(11.3%)
October	4,738,917	4,245,081	(10.4%)
November	4,223,959	3,789,721	(10.3%)
December	4,214,784	3,825,600	(9.2%)

MONTH	2008	2009	PERCENT CHANGE
January	4,105,000	3,579,641	(12.8%)
February	4,185,013	3,617,905	(13.6%)
March	4,619,014	4,198,806	(9.1%)
<b>TOTAL</b>	<b>54,309,044</b>	<b>50,077,548</b>	<b>(7.8%)</b>

### First Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	9,670,074	8,826,805	(8.7%)
Laughlin	773,608	653,344	(15.5%)
Mesquite	414,683	295,566	(28.7%)
Washoe County	1,096,690	957,638	(12.7%)
All other counties	954,000	663,000	(30.5%)
<b>TOTAL (State)</b>	<b>12,909,055</b>	<b>11,396,353</b>	<b>(11.7%)</b>

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

## Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2007	2008	PERCENT CHANGE
April	592,754	609,953	2.9%
May	607,687	610,639	0.5%
June	508,926	517,309	1.6%
July	311,473	300,269	(3.6%)
August	778,561	601,886	(22.7%)
September	448,544	395,032	(11.9%)
October	465,114	444,670	(4.4%)
November	670,701	564,387	(15.9%)
December	167,922	158,749	(5.5%)

MONTH	2008	2009	PERCENT CHANGE
January	738,844	603,449	(18.3%)
February	937,122	620,372	(33.8%)
March	675,238	543,302	(19.5%)
<b>TOTAL</b>	<b>6,902,886</b>	<b>5,970,017</b>	<b>(13.5%)</b>

### First Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	2,209,715	1,568,171	(29.0%)
Laughlin	33,740	34,748	3.0%
Washoe County	55,088	91,712 *	66.5%
All other counties	52,661	72,492	37.7%
<b>TOTAL (State)</b>	<b>2,351,204</b>	<b>1,767,123</b>	<b>(24.8%)</b>

\*Western Athletic Conference in March 2009.

## Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2007	2008	NET CHANGE
April	88.4%	84.3%	(4.1)
May	87.1%	83.9%	(3.2)
June	87.9%	84.1%	(3.8)
July	87.5%	82.9%	(4.6)
August	86.9%	84.5%	(2.4)
September	86.9%	79.8%	(7.1)
October	86.7%	79.0%	(7.7)
November	80.7%	73.1%	(7.6)
December	75.4%	67.2%	(8.2)

MONTH	2008	2009	NET CHANGE
January	78.4%	67.3%	(11.1)
February	83.3%	77.5%	(5.8)
March	85.8%	79.6%	(6.2)
<b>MONTHLY AVG</b>	<b>84.6%</b>	<b>78.6%</b>	<b>(6.0)</b>

### First Quarter 2009 Area Highlights

AREA	2008	2009	NET CHANGE
Clark County:			
Las Vegas	88.4%	80.5%	(7.9)
Laughlin	74.1%	67.7%	(6.4)
Mesquite	87.6%	86.5%	(1.1)
Lake Tahoe*	82.8%	74.4%	(8.4)
Washoe County	62.1%	54.2%	(7.9)
All other counties	53.3%	42.6%	(10.7)
<b>QUARTER AVG (State)</b>	<b>82.5%</b>	<b>74.7%</b>	<b>(7.8)</b>

The occupancy levels of Las Vegas, Laughlin, Mesquite, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

## Room Nights Occupied

The number of room nights occupied.

MONTH	2007	2008	PERCENT CHANGE
April	4,717,228	4,605,092	(2.4%)
May	4,802,607	4,740,854	(1.3%)
June	4,705,157	4,602,094	(2.2%)
July	4,848,022	4,692,650	(3.2%)
August	4,804,421	4,787,641	(0.3%)
September	4,656,064	4,400,439	(5.5%)
October	4,798,747	4,493,048	(6.4%)
November	4,325,654	4,029,671	(6.8%)
December	4,176,528	3,869,409	(7.4%)

MONTH	2008	2009	PERCENT CHANGE
January	4,342,228	3,865,332	(11.0%)
February	4,367,394	4,016,324	(8.0%)
March	4,848,780	4,589,896	(5.3%)
<b>TOTAL</b>	<b>55,392,829</b>	<b>52,692,449</b>	<b>(4.9%)</b>

### First Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	10,854,638	10,200,557	(6.0%)
Laughlin	721,028	649,454	(9.9%)
Mesquite	217,422	154,170	(29.1%)
Lake Tahoe*	176,973	143,457	(18.9%)
Washoe County	994,090	852,582	(14.2%)
All other counties	594,251	471,332	(20.7%)
<b>TOTAL (State)</b>	<b>13,558,402</b>	<b>12,471,552</b>	<b>(8.0%)</b>

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

## Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2007	2008	PERCENT CHANGE
April	177,823	182,145	2.4%
May	177,887	182,198	2.4%
June	178,422	182,462	2.3%
July	178,716	182,502	2.1%
August	178,341	182,840	2.5%
September	178,542	183,769	2.9%
October	178,607	183,401	2.7%
November	178,712	183,821	2.9%
December	178,656	185,826	4.0%

MONTH	2008	2009	PERCENT CHANGE
January	178,551	185,202	3.7%
February	180,897	185,183	2.4%
March	182,338	185,894	2.0%
<b>END OF PERIOD</b>	<b>182,338</b>	<b>185,894</b>	<b>2.0%</b>

### First Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:			
Las Vegas	136,506	141,119	3.4%
Laughlin	10,696	10,655	(0.4%)
Mesquite	2,729	1,981	(27.4%)
Lake Tahoe*	2,350	2,132	(9.3%)
Washoe County	17,806	17,708	(0.5%)
All other counties	12,251	12,299	0.4%
<b>END OF PERIOD (State)</b>	<b>182,338</b>	<b>185,894</b>	<b>2.0%</b>

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2009.

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

## Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2007	2008	PERCENT CHANGE
April	\$ 1,524,091	\$ 1,568,777	2.9%
May	1,986,120	1,807,519	(9.0%)
June	1,669,650	1,729,435	3.6%
July	1,739,775	1,712,369	(1.6%)
August	1,525,089	1,422,719	(6.7%)
September	1,536,927	1,315,667	(14.4%)
October	1,489,857	1,455,943	(2.3%)
November	1,647,801	1,651,417	0.2%
December	1,784,532	1,310,600	(26.6%)

MONTH	2008	2009	PERCENT CHANGE
January	1,414,481	1,373,199	(2.9%)
February	1,218,220	961,739	(21.1%)
March	1,614,064	1,167,890	(27.6%)
<b>TOTAL</b>	<b>\$ 19,150,608</b>	<b>\$ 17,477,274</b>	<b>(8.7%)</b>

### First Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County	\$ 3,887,885	\$3,202,710	(17.6%)
Washoe County	224,522	176,003	(21.6%)
Douglas County*	49,501	46,188	(6.7%)
Elko County	36,101	31,744	(12.1%)
Carson City	9,890	8,869	(10.3%)
All other counties	38,866	37,314	(4.0%)
<b>TOTAL (State)</b>	<b>\$ 4,246,766</b>	<b>\$ 3,502,828</b>	<b>(17.5%)</b>

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

\*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.



## Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2007	2008	PERCENT CHANGE
April	\$ 1,053,250,000	\$ 1,000,113,000	(5.0%)
May	1,143,446,000	969,944,000	(15.2%)
June	959,985,000	949,317,000	(1.1%)
July	1,145,966,000	997,344,000	(13.0%)
August	1,016,480,000	934,120,000	(8.1%)
September	1,058,687,000	1,001,073,000	(5.4%)
October	1,165,187,000	904,960,000	(22.3%)
November	982,108,000	836,787,000	(14.8%)
December	1,095,422,000	887,998,000	(18.9%)

MONTH	2008	2009	PERCENT CHANGE
January	1,064,120,000	908,574,000	(14.6%)
February	1,014,840,000	830,946,000	(18.1%)
March	1,038,807,000	918,243,000	(11.6%)
<b>TOTAL</b>	<b>\$ 12,738,298,000</b>	<b>\$ 11,139,419,000</b>	<b>(12.6%)</b>

### First Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Clark County:	\$ 2,666,515,000	\$ 2,274,590,000	(14.7%)
Strip	1,677,007,000	1,393,913,000	(16.9%)
Downtown	157,882,000	139,097,000	(11.9%)
Laughlin	163,524,000	142,846,000	(12.6%)
Mesquite	41,684,000	34,676,000	(16.8%)
County balance	626,418,000	564,058,000	(10.0%)
Washoe County	227,915,000	190,099,000	(16.6%)
Lake Tahoe*	79,167,000	56,591,000	(28.5%)
Elko County	73,928,000	70,797,000	(4.2%)
Carson Valley Area	27,250,000	25,353,000	(7.0%)
All other counties	42,992,000	40,333,000	(6.2%)
<b>TOTAL (State)</b>	<b>\$ 3,117,767,000</b>	<b>\$ 2,657,763,000</b>	<b>(14.8%)</b>

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

## Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2007	2008	PERCENT CHANGE
April	4,445,882	4,181,648	(5.9%)
May	4,659,111	4,404,776	(5.5%)
June	4,674,175	4,328,053	(7.4%)
July	4,802,028	4,374,602	(8.9%)
August	4,822,538	4,329,001	(10.2%)
September	4,341,997	3,756,335	(13.5%)
October	4,535,035	3,930,551	(13.3%)
November	4,216,181	3,549,888	(15.8%)
December	4,087,905	3,495,329	(14.5%)

MONTH	2008	2009	PERCENT CHANGE
January	4,003,239	3,348,457	(16.4%)
February	4,025,903	3,371,335	(16.3%)
March	4,603,795	4,010,061	(12.9%)
<b>TOTAL</b>	<b>53,217,789</b>	<b>47,080,036</b>	<b>(11.5%)</b>

### First Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,277,103	9,691,051	(14.1%)
Reno/Tahoe Int.	1,224,926	932,507	(23.9%)
North Las Vegas	26,688	17,048	(36.1%)
Laughlin/Bullhead Int.	81,658	75,999	(6.9%)
Elko Airport	12,716	9,302	(26.8%)
Henderson Exec. Airport	9,846	3,946	(59.9%)
<b>TOTAL (State)</b>	<b>12,632,937</b>	<b>10,729,853</b>	<b>(15.1%)</b>

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

## Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2007	2008	PERCENT CHANGE
April	1,873,612 *	2,321,012	23.9%
May	2,714,662	2,565,340	(5.5%)
June	2,880,588	2,654,991	(7.8%)
July	3,032,027	2,491,537 ***	(17.8%)
August	2,836,524 **	2,521,778 ***	(11.1%)
September	2,408,292 **	2,059,826 ***	(14.5%)
October	2,234,783 **	2,302,912	3.0%
November	2,467,237	2,271,328	(7.9%)
December	2,447,990	2,297,157	(6.2%)

MONTH	2008	2009	PERCENT CHANGE
January	2,092,608	2,186,902	4.5%
February	2,138,901 *****	1,979,079	(7.5%)
March	2,488,722 *****	2,272,142	(8.7%)
<b>TOTAL</b>	<b>29,615,946</b>	<b>27,924,004</b>	<b>(5.7%)</b>

### First Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
I-15 at Primm/Jean	1,585,867	1,536,994	(3.1%)
I-15 at Mesquite	969,462	904,342	(6.7%)
I-80 at Verdi	1,082,684	1,019,757	(5.8%)
I-80 at Wells	66,682 *****	179,119	168.6%
All other entry points	3,015,536	2,797,911	(7.2%)
<b>TOTAL (State)</b>	<b>6,720,231</b>	<b>6,438,123</b>	<b>(4.2%)</b>

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

\*Due to road construction on Interstate 80 at Verdi, the traffic totals for April 2007 do not contain any data.

\*\*Due to road construction on Interstate 15 at Mesquite, the traffic totals for August through October 2007 do not contain any data.

\*\*\*Due to road construction on Interstate 80 at Verdi, the traffic totals for July through September 2008 do not contain any data.

\*\*\*\*Due to equipment failure on Interstate 80 at Wells, the traffic totals for February and March 2008 do not contain any data.

## Park Usage

The number of people visiting state and nearby national parks.

MONTH	2007	2008	PERCENT CHANGE
April	2,250,617	2,202,589	(2.1%)
May	2,546,432	2,722,601	6.9%
June	3,111,730	3,101,741	(0.3%)
July	3,579,622	3,320,848	(7.2%)
August	3,400,303	3,402,689	0.1%
September	2,567,513	2,578,624	0.4%
October	2,118,732	2,036,800	(3.9%)
November	1,396,252	1,446,310	3.6%
December	1,100,358	1,040,123	(5.5%)

MONTH	2008	2009	PERCENT CHANGE
January	933,966	1,021,609	9.4%
February	1,123,572	1,011,717	(10.0%)
March	1,930,046	1,750,662	(9.3%)
<b>TOTAL</b>	<b>26,059,143</b>	<b>25,636,313</b>	<b>(1.6%)</b>

### First Quarter 2009 Area Highlights

AREA	2008	2009	PERCENT CHANGE
Nevada State Parks	444,064	497,340	12.0%
Great Basin Nat. Park	4,705	4,688	(0.4%)
Lake Mead Nat. Rec. Area	1,454,322	1,311,561	(9.8%)
Hoover Dam Visitor Center	198,992	166,847	(16.2%)
Red Rock Canyon	249,553	270,711	8.5%
Grand Canyon Nat. Park	640,849	590,824	(7.8%)
Zion Nat. Park	311,395	295,814	(5.0%)
Bryce Canyon Nat. Park	142,771	128,858	(9.7%)
Death Valley Nat. Park	169,268	190,783	12.7%
Yosemite Nat. Park	371,665	326,562	(12.1%)
<b>TOTAL (All Parks)</b>	<b>3,987,584</b>	<b>3,783,988</b>	<b>(5.1%)</b>

## Information Sources

### CARSON CITY CONVENTION & VISITORS BUREAU

1900 South Carson St., Suite 100  
Carson City, NV 89701  
775-687-7410 • Fax: 775-687-7416  
[www.visitcarsoncity.com](http://www.visitcarsoncity.com)

### CARSON VALLEY CHAMBER OF COMMERCE

1513 U.S. Hwy 395 North  
Gardnerville, NV 89410  
775-782-8144 • 800-727-7677  
Fax: 775-782-1025 • [www.carsonvalleynv.org](http://www.carsonvalleynv.org)

### ELKO CONVENTION & VISITORS AUTHORITY

700 Moren Way, Elko, NV 89801  
775-738-4091 • 800-248-3556  
Fax: 775-738-2420 • [www.elkocva.com](http://www.elkocva.com)

### ELKO REGIONAL AIRPORT

975 Terminal Way, Elko, NV 89801  
775-777-7190 • Fax: 775-777-7193  
[www.elkocity.com](http://www.elkocity.com)

### ELY BRISTLECONE CONVENTION CENTER

150 Sixth St., P.O. Box 958, Ely, NV 89301  
775-289-3720 • 800-490-9350  
Fax: 775-289-6757 • [www.elynevada.net](http://www.elynevada.net)

### FALLON CONVENTION CENTER

100 Campus Way, Fallon, NV 89406  
775-423-4556 • 800-874-0903  
Fax: 775-423-8926 • [www.fallontourism.com](http://www.fallontourism.com)

### HAWTHORNE CONVENTION CENTER

932 E St., P.O. Box 2281  
Hawthorne, NV 89415  
775-945-5854 • Fax: 775-945-3826  
[www.mineralcountychamber.com](http://www.mineralcountychamber.com)

### HENDERSON CONVENTION CENTER & VISITORS BUREAU

200 S. Water St., Henderson, NV 89015  
702-565-2171 • Fax: 702-565-2177  
[www.visithenderson.com](http://www.visithenderson.com)

### LAKE TAHOE VISITORS AUTHORITY

1156 Ski Run Blvd., South Lake Tahoe, CA 96150  
530-544-5050 • 800-AT-TAHOE  
Fax: 530-544-2386 • [www.bluelaketahoe.com](http://www.bluelaketahoe.com)

### LAS VEGAS CONVENTION & VISITORS AUTHORITY

3150 Paradise Rd., Las Vegas, NV 89109-9096  
702-892-0711 • 877-847-4858  
Fax: 702-892-2824 • [www.VisitLasVegas.com](http://www.VisitLasVegas.com)

### MCCARRAN INTERNATIONAL AIRPORT

P.O. Box 11005, Las Vegas, NV 89111-1005  
702-261-5211 • 800-261-5704  
Fax: 702-597-9553 • [www.mccarran.com](http://www.mccarran.com)

### NATIONAL PARK SERVICE

1849 C Street NW, Washington, D.C. 20240  
202-208-6843 • [www.nps.gov/grba](http://www.nps.gov/grba)

### NEVADA DEPARTMENT OF TRANSPORTATION

1263 S. Stewart St., Carson City, NV 89712  
775-888-7000 • Fax: 775-888-7201  
[www.nevadadot.com](http://www.nevadadot.com)

### NEVADA DIVISION OF STATE PARKS

1300 S. Curry St., Carson City, NV 89703  
775-687-4384 • [parks.nv.gov](http://parks.nv.gov)

### NEVADA DEPARTMENT OF EMPLOYMENT TRAINING, AND REHABILITATION

1929 N. Carson St., Carson City, NV 89703  
775-684-3909 • [www.detr.state.nv.us/es/es\\_index.htm](http://www.detr.state.nv.us/es/es_index.htm)

### NEVADA GAMING CONTROL BOARD

1919 E. College Pkwy., Carson City, NV 89706  
775-687-6500 • [gaming.nv.gov](http://gaming.nv.gov)

### PERSHING COUNTY COMMUNITY CENTER

820 Sixth St., P.O. Box 986, Lovelock, NV 89419  
775-273-7144 • 888-273-3200  
Fax: 775-273-7647 • [www.zplace2b.com/pccof](http://www.zplace2b.com/pccof)

### RENO-SPARKS CONVENTION & VISITORS AUTHORITY

4590 S. Virginia St., Reno, NV 89504  
775-827-RENO • 800-FOR-RENO  
Fax: 775-827-7746 • [www.visitrenotahoe.com](http://www.visitrenotahoe.com)

### RENO-TAHOE INTERNATIONAL AIRPORT

2006 E. Plumb Lane, Reno, NV 89502  
P.O. Box 12490, Reno, NV 89510  
775-328-6400 • [www.renoairport.com](http://www.renoairport.com)

### TAHOE-DOUGLAS CHAMBER OF COMMERCE

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139  
Stateline, NV 89449  
775-588-4591 • Fax: 775-588-4598  
[tahoe.tahoechamber.org](http://tahoe.tahoechamber.org)

### TONOPAH CONVENTION CENTER

301 Brougner Ave., P.O. Box 408  
Tonopah, NV 89049  
775-482-3558 • Fax: 775-482-3932  
[www.tonopahnevada.com](http://www.tonopahnevada.com)

### WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468  
Wendover, NV 89883  
775-664-3414 • 800-426-6862  
Fax: 775-664-3414 • [www.westwendovercity.com](http://www.westwendovercity.com)

### WINNEMUCCA CONVENTION & VISITORS BUREAU

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# Nevada State Map

